

What is claimed is:

[Claim 1] 1. A backlight module, comprising:
a bottom plate; and
a plurality of lamps disposed separately over the bottom plate,
wherein the bottom plate has a plurality of first areas with lower reflectivity underneath the lamps and a plurality of second areas with higher reflectivity, wherein each second area with higher reflectivity is between two first areas with lower reflectivity.

[Claim 2] 2. The backlight module of claim 1, wherein the lamps are arranged in parallel and equidistantly over the bottom plate.

[Claim 3] 3. The backlight module of claim 1, wherein the first areas comprise a plurality of lower-reflectivity films disposed on the bottom plate, and the second areas comprise a plurality of higher-reflectivity films disposed on the bottom plate.

[Claim 4] 4. The backlight module of claim 1, wherein
the bottom plate is disposed with a first film with lower reflectivity and a plurality of second films with higher reflectivity;
the second films are disposed on the first film to form the second areas with higher reflectivity; and
a plurality of areas of the first film not covered by the second films form the first areas with lower reflectivity.

[Claim 5] 5. The backlight module of claim 1, wherein
the bottom plate is disposed with a plurality of first films with lower reflectivity and a second film with higher reflectivity;
the first films are disposed on the second film to form the first areas with lower reflectivity; and
a plurality of areas of the second film not covered by the first films form the second areas with higher reflectivity.

[Claim 6] 6. The backlight module of claim 1, wherein the first areas has a reflectivity of about 75–85%, and the second areas has a reflectivity of about 90–99.9%.

[Claim 7] 7. The backlight module of claim 6, wherein the first areas has a reflectivity of about 80%, and the second areas has a reflectivity of about 96%.

[Claim 8] 8. A liquid crystal display apparatus, comprising:

a backlight module, comprising:

a bottom plate; and

a plurality of lamps disposed separately over the bottom plate,

wherein the bottom plate has a plurality of first areas with lower reflectivity underneath the lamps and a plurality of second areas with higher reflectivity, wherein each second area is between two first areas; and

a liquid crystal display panel disposed over the lamps.

[Claim 9] 9. The liquid crystal display apparatus of claim 8, wherein the lamps are arranged in parallel and equidistantly over the bottom plate.

[Claim 10] 10. The liquid crystal display apparatus of claim 9, wherein the ratio (h/w) of a distance “h” between the liquid crystal display panel and the lamps to the distance “w” between two lamps is below 0.7.

[Claim 11] 11. The liquid crystal display apparatus of claim 8, wherein the first areas comprise a plurality of lower-reflectivity films disposed on the bottom plate, and the second areas comprise a plurality of higher-reflectivity films disposed on the bottom plate.

[Claim 12] 12. The liquid crystal display apparatus of claim 8, wherein

the bottom plate is disposed with a first film with lower reflectivity and a plurality of second films with higher reflectivity;

the second films are disposed on the first film to form the second areas with higher reflectivity; and

a plurality of areas of the first film not covered by the second films form the first areas with lower reflectivity.

[Claim 13] 13. The liquid crystal display apparatus of claim 8,
wherein

the bottom plate is disposed with a plurality of first films with lower reflectivity and a second film with higher reflectivity;

the first films are disposed on the second film to form the first areas with lower reflectivity; and

a plurality of areas of the second film not covered by the first films form the second areas with higher reflectivity.

[Claim 14] 14. The liquid crystal display apparatus of claim 8,
wherein the first areas has a reflectivity of about 75–85%, and the
second areas has a reflectivity of about 90–99.9%.

[Claim 15] 15. The liquid crystal display apparatus of claim 14,
wherein the first areas has a reflectivity of about 80%, and the
second areas has a reflectivity of about 96%.